

ABSTRACT OF THE DISCLOSURE

A method and system for enabling a user to purchase an item displayed on a display screen of a television receiver which may be located in the user's home or office. The system may include a set-top box having a processor and a back-channel and adapted to receive television signals representative of a number of items offered for sale and provide the received television signals to the television receiver so as to enable the item or items offered for sale to be displayed on the display screen, and a credit card reader adapted to read information from a credit card when the credit card is provided thereto by the user and forward the read information to the set-top box. The set-top box may process the information received from the credit card reader and supply the same to an external destination such as a store, a credit card company, a manufacturer or the like so as to enable payment for a desired item without necessarily storing such information in the STB. By ensuring that the user uses a physical credit card, and not just a credit card number and potentially with additional authentication such as confirmation of telephone number of line used (using CALLER ID, for instance), the present invention may reduce the likelihood of fraud.